

**REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the remarks herewith.

**I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-7 are currently pending. Claims 1 and 4 independent claims. Claims 1-4 are hereby amended. Claims 6 and 7 are hereby added. No new matter has been added. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

**II. CLAIM OBJECTIONS AND CLAIM REJECTIONS UNDER 35 U.S.C. § 103(a)**

The Office Action objected to claims 1-4 because of informalities. Applicant submits the objection has been obviated by the amendment to claims 1-4.

The Office Action rejected claims 1 and 3 under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent No. 6,152,029 to Templeton (hereinafter "Templeton") in view of U.S. Patent No. 7,375,842 to Kloosterman et al (hereinafter "Kloosterman"). The Office Action rejected claims 2, 4 and 5 under 35 U.S.C. § 103(a) as allegedly being unpatentable over Templeton in view of Kloosterman as applied to claim 1, and further in view of Val Skordin.

Claim 1 as amended recites, *inter alia*:

"An image forming system which is for forming a fixed image on one of the sides of a plurality of recording media ...  
a storage portion which is provided in the image forming apparatus to store the fixed image data output from the printing information output unit,...

**the printing information output unit attaching identifying data that indicates that data is the fixed image data when outputting the fixed image data; and**  
**the printing information output control means recognizing image data output from the printing information output unit, to which the identifying data is attached, as the fixed image data, and causes the fixed image data to be stored in the storage portion.**" (Emphasis added)

As understood by Applicant, Templeton relates to a method for making a paper card with printed graphics and a magnetically encoded stripe in an in-line process.

As understood by Applicant, Kloosterman relates to a print job preparation method for a Variable Data Print job where a plurality of documents are to be printed and each of the documents are defined by variant elements related to content, layout and product intent.

The invention as defined in claim 1 is directed to an image forming system for forming a fixed image on one of the sides of a plurality of recording media and variable images different from each other on the other of the sides of the recording media. The image forming system is characterized by **identifying data being attached to the fixed image data when it is output from the printing information output unit**, such that **the image data to which the identifying data is attached is recognized as the fixed image data, and stored in the storage portion.**

In contrast to the invention as recited in claim 1, neither Templeton nor Kloosterman disclose or suggest that **identifying data is attached to fixed image data when the fixed image data is output from a printing information output unit**. Accordingly, combining the teachings of the Templeton and the Kloosterman would not yield the invention defined in claim 1.

Thus, Applicant submits that claim 1 is patentable over Templeton and Kloosterman. For at least the same or similar reasons, Applicant submits that claim 4 is also patentable over Templeton, Kloosterman, and Skordin.

Claim 2, as recited in the present application, is directed to an image forming system, in which the printing information output unit displays a plurality of pieces of information, with the information representing a plurality of pieces of fixed image data which are stored in advance as a list.

The image forming system as recited in claim 2 also has a fixed image selecting means through which image data representing a fixed image to be formed on said one of the sides of the recording media can be selected from among the plurality of fixed image data.

The Office Action asserts that Skordin discloses the features of the invention as recited in claim 2. The Office Action refers to the “documents” disclosed in Skordin as teaching or suggesting these features. However, Skordin merely discloses that the “documents” are displayed in a list and selection is enabled therefrom.

The “documents” disclosed in Skordin are completely different from the fixed image data of the invention defined in claim 2. Therefore, Skordin fails to teach or suggest storing a plurality of fixed image data that represent fixed images to be formed on one of the sides of a plurality of recording media, displaying the plurality of fixed image data in a list, and enabling selection of a piece of fixed image data from among those in the list.

Therefore Applicant submits that claim 2 is patentable over Skordin, Templeton, and Kloosterman.

### III. DEPENDENT CLAIMS

The other claims in this application are each dependent on an independent claim discussed above, and are therefore believed patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

Similarly, because Applicant maintains that all claims are allowable for at least the reasons presented hereinabove, in the interests of brevity, this response does not comment on each and every comment made by the Examiner in the Office Action. This should not be taken as acquiescence of the substance of those comments, and Applicant reserves the right to address such comments.

### CONCLUSION

It is respectfully submitted that claims are in condition for allowance. In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited reference, or references, it is respectfully requested that the Examiner specifically indicate those portions of the reference, or references, providing the basis for a contrary view.

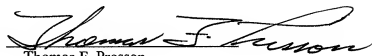
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In view of the foregoing remarks, it is believed that all of the claims in this application  
are patentable and Applicant respectfully requests early passage to issue of the present  
application.

Respectfully submitted,

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By:

A handwritten signature in cursive script, appearing to read "Thomas F. Presson", written over a horizontal line.

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